

ORDER



Orders	Order / Rev: <u>69662</u>						
Alt Order #:	9854136 /Brad						
Product Desc:	American Crossroads						
Estimate:	1339						
Flight Dates:	11/03/12 - 11/05/12						
Original Date / Rev:	11/01/12 / 11/01/12						
Order Type:	GENERAL						
		Primary AE:	Millennium Washington DC				
		Sales Office:	MNAT				
		Sales Region:	National				
Agency	Name: <u>Crossroads Media</u>						
	Buying Contact:	Billing Type: Cash					
	Billing Contact:	Billing Calendar: Broadcast					
		Billing Cycle: EOM/EOC					
		Agency Commission: 15%					
Advertiser	Name: <u>American Crossroads</u>						
	Demographic:	New Business Thru:					
	Product Codes:	Order Separation: 00:15:00					
	Priority:	Advertiser External ID:					
	Revenue Codes:	Agency External ID:					

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/29/12	11/05/12	39	\$41,185.00	\$35,007.25	November 2012	39	\$41,185.00	\$35,007.25	0.00
					Totals	39	\$41,185.00	\$35,007.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share		Share	Total
WHP-TV CBS21		30%	\$41,185.00
Market		100%	\$137,283.33

Competitive Share		Share	Total
EHP		0%	\$0.00
UNKWN		70%	\$96,098.33
WGAL		0%	\$0.00
WHTM		0%	\$0.00
WLYH		0%	\$0.00
WPMT		0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	11/03/12	11/05/12	Sa 1230a-130a Sa 1230a-130a	CM	1230a-130a	-----S-	:30	1	\$60.00	P-1	0.00	NM	1	\$60.00
N 2	WHP	11/05/12	11/05/12	Late Late Show Late Late Show/Ferguson	CM	1235a-135a	M-----	:30	1	\$75.00	P-1	0.00	NM	1	\$75.00
N 3	WHP	11/03/12	11/05/12	Sa 1130p-1230a Sa 1130p-1230a	CM	1130p-1230a	-----S-	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
N 4	WHP	11/03/12	11/05/12	Su 1130p-1230a Su 1130p-1230a	CM	1130p-1230a	-----S	:30	1	\$100.00	P-1	0.00	NM	1	\$100.00
N 5	WHP	11/03/12	11/05/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:00 AM-5:30 AM	M-----	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00
N 6	WHP	11/03/12	11/05/12		CM	5:30 AM-6:00 AM	M-----	:30	1	\$150.00	P-1	0.00	NM	1	\$150.00

Order / Rev: 69662
 Alt Order #: 9854136 /Brad
 Flight Dates: 11/03/12 - 11/05/12

Advertiser: American Crossroads
 Product Desc: American Crossroads
 Estimate: 1339

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 5a-6a News CBS 21 News at 5a (5:30 AM-6:00 AM)															
N 7	WHP	11/03/12	11/05/12	CBS This Morning CBS This Morning	CM	7a-9a	M-----	:30	2	\$150.00	P-1	0.00	NM	2	\$300.00
N 8	WHP	11/03/12	11/05/12	CBS This Morning Saturday Early Show	CM	9a-11a	-----S-	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
N 9	WHP	11/03/12	11/05/12	Letterman Letterman	CM	1135p-1235a	M-----	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
N 10	WHP	11/03/12	11/05/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	M-----	:30	2	\$275.00	P-1	0.00	NM	2	\$550.00
N 11	WHP	11/03/12	11/05/12	Sa-Su 11p-1130p News CBS 21 News Weekend	CM	11p-1130p	-----SS	:30	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
N 12	WHP	11/03/12	11/05/12	M-F 6a-7a News CBS 21 News at 6a (6:00 AM-6:30 AM)	CM	6:00 AM-6:30 AM	M-----	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00
N 13	WHP	11/03/12	11/05/12	M-F 6a-7a News CBS 21 News at 6a (6:30 AM-7:00 AM)	CM	6:30 AM-7:00 AM	M-----	:30	2	\$350.00	P-1	0.00	NM	2	\$700.00
N 14	WHP	11/03/12	11/05/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	M-----	:30	2	\$750.00	P-1	0.00	NM	2	\$1,500.00
N 15	WHP	11/03/12	11/05/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	M-----	:30	2	\$750.00	P-1	0.00	NM	2	\$1,500.00
N 16	WHP	11/03/12	11/05/12	M-F 1230p-2p Soap Rotator	CM	1230p-2p	M-----	:30	2	\$550.00	P-1	0.00	NM	2	\$1,100.00
N 17	WHP	11/03/12	11/05/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	M-----	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
N 18	WHP	11/03/12	11/05/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	M-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
N 19	WHP	11/03/12	11/05/12	SEC Day Game SEC Football Day Game	CM	Various	-----S-	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
N 20	WHP	11/03/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	M-----	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
N 21	WHP	11/03/12	11/05/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
N 22	WHP	11/03/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M-----	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
N 23	WHP	11/03/12	11/05/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	M-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
N 24	WHP	11/03/12	11/05/12	Sa 730p-8p Sa 730p-8p	CM	730p-8p	-----S-	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
N 25	WHP	11/03/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M-----	:30	1	\$4,500.00	P-1	0.00	NM	1	\$4,500.00
N 26	WHP	11/03/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M-----	:30	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00
N 27	WHP	11/03/12	11/05/12	Mon Reg 1 Mon 8p-9p	CM	8p-9p	M-----	:30	1	\$5,500.00	P-1	0.00	NM	1	\$5,500.00
N 28	WHP	11/03/12	11/05/12	NFL RS Game Early NFL RS Game Early	CM	1p-4p	-----S	:30	1	\$7,500.00	P-1	0.00	NM	1	\$7,500.00

Totals

39

\$41,185.00